

創意香港主要績效指標¹
Key Performance Indicators of Create Hong Kong¹
 (截至 2020 年 6 月底)
 (as at end June 2020)

(A.1) 創意香港主辦或資助業界舉辦的項目

Projects organised or sponsored by Create Hong Kong (“CreateHK”)

		創意智優計劃 ² CreateSmart Initiative ² (“CSI”)	其他 ³ Others ³	總計 Total
a.	獲批項目數目 Number of approved projects	551	447	998
b.	公眾的參與程度 Public participation	About 99.7 million 約 9 970 萬	About 14.7 million 約 1 470 萬	About 114.4 million 約 1 億 1 440 萬
	b1. 參加人數 Number of participants	About 65.5 million 約 6 550 萬	About 14.7 million 約 1 470 萬	About 80.2 million 約 8 020 萬
	b2. 網站或社交媒體平台的瀏覽次數/點擊率 ⁴ Number of viewings/ hits received in respect of the websites or social media platforms ⁴	About 34.1 million 約 3 410 萬	N/A 不適用	About 34.1 million 約 3 410 萬
	b3. 派發的印刷宣傳品的數量 ⁴ Number of printed promotional materials distributed ⁴	86 900	N/A 不適用	86 900

¹ 主要涵蓋創意香港自 2009 年 6 月成立後透過創意智優計劃、電影發展基金、設計智優計劃(已於 2011 年 6 月併入創意智優計劃)所資助的項目，以及由創意香港主辦的項目。

Mainly cover the projects funded through CSI, Film Development Fund (“FDF”), DesignSmart Initiative (has been consolidated with CSI since June 2011) (“DSI”) and the projects directly held by CreateHK since the establishment of CreateHK in June 2009.

² 包括設計創業培育計劃(第三期及之後)、時裝創業培育計劃以及其他在香港貿易發展局及香港設計中心專項撥款下的獲批項目。

Including Design Incubation Programme (DIP) (Phase III and thereafter), Fashion Incubation Programme (FIP) as well as other projects under dedicated funding to Hong Kong Trade Development Council (HKTDC) and Hong Kong Design Centre (HKDC).

³ 包括自 2009 年 6 月起由電影發展基金、設計智優計劃所資助及由創意香港主辦的項目。由於設計智優計劃、電影發展基金下的電影製作融資計劃和電影製作資助計劃，以及由創意香港主辦的項目的績效指標不能按創意香港策略焦點或促進電影業發展的四項策略作劃分，因此表(A.2)、表(A.3)及表(A.4)的總計加起來並不與表(A.1)下“其他”的數字相符。

Including those projects funded by FDF and DSI as well as those projects organised by CreateHK since June 2009. Since the key performance indicators for the projects under DSI, FDF’s Film Production Financing Scheme and Film Production Grant Scheme, and CreateHK’s funded projects cannot be broken down by either CreateHK’s strategic foci or the four-pronged strategy in promoting the development of the film sector, the totals under Table (A.2), Table (A.3) and Table (A.4) cannot add up to the figures under “Others” of Table (A.1).

⁴ 立法會資訊科技及廣播事務委員會於 2018 年 1 月 8 日同意採用額外主要績效指標，以便更全面地量度就創意智優計劃的十億元新注資後的效用。因此，額外主要績效指標只適用於自 2018 年 4 月及之後在創意智優計劃下獲批的項目。

The Legislative Council Panel on Information Technology and Broadcasting agreed on 8 January 2018 that additional Key Performance Indicators would be used to holistically gauge the effectiveness of CSI after the new \$1 billion funding injection into the CSI. As such, these additional KPIs would only be applicable to the projects approved in April 2018 and thereafter.

		創意智優計劃 ² CreateSmart Initiative ² ("CSI")	其他 ³ Others ³	總計 Total
c.	創造的工作機會數目 ⁵ Number of created job opportunities ⁵	24 880	10 520	35 400
d.	中小企受惠數目 Number of small and medium enterprise (SME) beneficiaries	2 600	150	2 750
e.	為中小企創造的業務聯繫或查詢數目 Number of business contacts or enquiries created for SMEs	22 200	100	22 300
f.	獲創意香港資助參加國際比賽的創意人才所獲得的獎項數目 Number of awards attained by creative talents who have participated in international competitions with funding support from CreateHK	100	150	240
g.	培育創意人才及新成立公司的機會數目 ⁶ Number of nurturing opportunities created for creative talents and start-ups ⁶	70 100	2 800	73 000
h.	獲資助的電視廣播的頒獎典禮及音樂節目的 觀眾數目 Number of TV audience in respect of awards presentation and musical programmes	About 343.4 million 約 3 億 4 340 萬	About 2 019.0 million 約 20 億 1 900 萬	About 2 362.3 million 約 23 億 6 230 萬
i.	媒體報導的次數 ⁷ Number of media coverage ⁷	4 310	N/A 不適用	4 310
j.	達成商業交易的數目 ⁷ Number of business deals secured ⁷	900	N/A 不適用	900
k.	展示創意作品的機會次數 ⁷ Number of opportunities to showcase creations or talent ⁷	8 130	N/A 不適用	8 130

註釋: 除項目(a)為實數外, 項目(b),(b1),(b2)和(h)為約數, 項目(b3),(e)和(g)為四捨五入至最接近的百位數, 以及項目(c),(d),(f),(i),(j)和(k)為四捨五入至最接近的十位數。由於進位關係, 個別數字加起來可能與總計略有出入。

Remark: Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

⁵ 包括直接創造和間接創造的工作機會。

Comprising jobs directly created and indirectly created.

⁶ 不包括設計創業培育計劃及時裝創業培育計劃提供的培育機會。

Excluding the opportunities provided by DIP and FIP.

⁷ 立法會資訊科技及廣播事務委員會於 2018 年 1 月 8 日同意採用額外主要績效指標, 以便更全面地量度就創意智優計劃的十億元新注資後的效用。因此, 額外主要績效指標只適用於自 2018 年 4 月及之後在創意智優計劃下獲批的項目。

The Legislative Council Panel on Information Technology and Broadcasting agreed on 8 January 2018 that additional Key Performance Indicators would be used to holistically gauge the effectiveness of CSI after the new \$1 billion funding injection into the CSI. As such, these additional KPIs would only be applicable to the projects approved in April 2018 and thereafter.

(A.2) 按創意香港策略焦點劃分的創意智優計劃⁸

CSI classified by CreateHK's strategic foci⁸

創意香港策略焦點:

CreateHK's strategic foci:

A – 開拓市場 Exploring markets

B – 培育人才和支持新成立公司

Nurturing talents and supporting start-ups

C – 推廣香港作為亞洲創意之都、營造創意氛圍及凝聚創意產業羣組

Promoting Hong Kong as Asia's Creative Capital, fostering creative atmosphere and developing creative clusters

		創意香港策略焦點# CreateHK's strategic foci#			總計 Total
		A	B	C	
a.	獲批項目數目 Number of approved projects	188	250	113	551
b.	公眾的參與程度 Public participation	About 22.3 million 約 2 230 萬	About 31.1 million 約 3 110 萬	About 46.2 million 約 4 620 萬	About 99.7 million 約 9 970 萬
b1.	參加人數 Number of participants	About 22.1 million 約 2 210 萬	About 8.2 million 約 820 萬	About 35.2 million 約 3 520 萬	About 65.5 million 約 6 550 萬
b2.	網站或社交媒體平台的瀏覽次數/點擊率 ⁹ Number of viewings/ hits received in respect of the websites or social media platforms ⁹	About 0.2 million 約 20 萬	About 22.9 million 約 2 290 萬	About 10.9 million 約 1 090 萬	About 34.1 million 約 3 410 萬
b3.	派發的印刷宣傳品的數量 ⁹ Number of printed promotional materials distributed ⁹	17 900	43 600	25 400	86 900
c.	創造的工作機會數目 ¹⁰ Number of created job opportunities ¹⁰	6 660	8 790	9 430	24 880
d.	中小企受惠數目 Number of small and medium enterprise (SME) beneficiaries	1 420	890	290	2 600

⁸ 包括設計創業培育計劃(第三期及之後)、時裝創業培育計劃以及其他在香港貿易發展局及香港設計中心專項撥款下的獲批項目。

Including the DIP (Phase III and thereafter), the FIP as well as other projects under dedicated funding to HKTDC and HKDC.

⁹ 立法會資訊科技及廣播事務委員會於 2018 年 1 月 8 日同意採用額外主要績效指標，以便更全面地量度就創意智優計劃的十億元新注資後的效用。因此，額外主要績效指標只適用於自 2018 年 4 月及之後在創意智優計劃下獲批的項目。

The Legislative Council Panel on Information Technology and Broadcasting agreed on 8 January 2018 that additional Key Performance Indicators would be used to holistically gauge the effectiveness of CSI after the new \$1 billion funding injection into the CSI. As such, these additional KPIs would only be applicable to the projects approved in April 2018 and thereafter.

¹⁰ 包括直接創造和間接創造的工作機會。

Comprising jobs directly created and indirectly created.

		創意香港策略焦點# CreateHK's strategic foci#			總計 Total
		A	B	C	
e.	為中小企創造的業務聯繫或查詢數目 Number of business contacts or enquiries created for SMEs	14 200	7 400	600	22 200
f.	獲創意香港資助參加國際比賽的創意人才所獲得的獎項數目 Number of awards attained by creative talents who have participated in international competitions with funding support from CreateHK	20	80	0	100
g.	培育創意人才及新成立公司的機會數目 ¹¹ Number of nurturing opportunities created for creative talents and start-ups ¹¹	0	70 100	0	70 100
h.	獲資助的電視廣播的頒獎典禮及音樂節目的觀眾數目 Number of TV audience in respect of awards presentation and musical programmes	0	About 30.0 million 約 3 000 萬	About 313.5 million 約 3 億 1 350 萬	About 343.4 million 約 3 億 4 340 萬
i.	媒體報導的次數 ¹² Number of media coverage ¹²	1 620	1 670	1 030	4 310
j.	達成商業交易的數目 ¹² Number of business deals secured ¹²	820	70	0	900
k.	展示創意作品的機會次數 ¹² Number of opportunities to showcase creations or talent ¹²	5 040	1 350	1 740	8 130

註釋: 除項目(a)為實數外, 項目(b),(b1),(b2)和(h)為約數, 項目(b3),(e)和(g)為四捨五入至最接近的百位數, 以及項目(c),(d),(f),(i),(j)和(k)為四捨五入至最接近的十位數。由於進位關係, 個別數字加起來可能與總計略有出入。

Remark: Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

¹¹ 不包括設計創業培育計劃及時裝創業培育計劃提供的培育機會。

Excluding the opportunities provided by the DIP and the FIP.

¹² 立法會資訊科技及廣播事務委員會於 2018 年 1 月 8 日同意採用額外主要績效指標, 以便更全面地量度就創意智優計劃的十億元新注資後的效用。因此, 額外主要績效指標只適用於自 2018 年 4 月及之後在創意智優計劃下獲批的項目。

The Legislative Council Panel on Information Technology and Broadcasting agreed on 8 January 2018 that additional Key Performance Indicators would be used to holistically gauge the effectiveness of CSI after the new \$1 billion funding injection into the CSI. As such, these additional KPIs would only be applicable to the projects approved in April 2018 and thereafter.

(A.3) 按促進電影業發展的四項策略劃分的電影發展基金下的其他電影相關計劃

Other film-related projects under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

促進電影業發展的四項策略:

The four-pronged strategy in promoting the development of the film sector:

- A – 推廣香港電影
Promotion of Hong Kong films
- B – 培訓人才
Nurturing talents
- C – 提高觀眾對電影的興趣和欣賞能力
Enhancing audience's interest in and appreciation of films
- D – 其他有利香港電影業發展的項目
Other projects conducive to the development of the Hong Kong film industry

		促進電影業發展的四項策略# The four-pronged strategy in promoting the development of the film sector#				總計 Total
		A	B	C	D	
a.	獲批項目數目 Number of approved projects	114	47	36	7	204
b.	參加人數 Number of participants	About 1.9 million 約 190 萬	About 682 000 約 68.2 萬	About 208 000 約 20.8 萬	About 5 000 約 5 千	About 2.8 million 約 280 萬
c.	創造的工作機會數目 ¹³ Number of created job opportunities ¹³	1 490	1 210	1 630	70	4 390
d.	中小企受惠數目 Number of small and medium enterprise (SME) beneficiaries	60	20	0	0	80
e.	為中小企創造的業務聯繫或查 詢數目 Number of business contacts or enquiries created for SMEs	0	0	0	0	0
f.	獲創意香港資助參加國際比賽 的創意人才所獲得的獎項數目 Number of awards attained by creative talents who have participated in international competitions with funding support from CreateHK	10	30	0	10	50

¹³ 包括直接創造和間接創造的工作機會。
Comprising jobs directly created and indirectly created.

		促進電影業發展的四項策略# The four-pronged strategy in promoting the development of the film sector#				總計 Total
		A	B	C	D	
g.	培育創意人才及新成立公司的 機會數目 Number of nurturing opportunities created for creative talents and start-ups	0	1 900	0	0	1 900
h.	獲資助的電視廣播的頒獎典禮 及音樂節目的觀眾數目 Number of TV audience in respect of awards presentation and musical programmes	About 2 000 million 約 20 億	0	About 11 million 約 1 100 萬	0	About 2 011 million 約 20 億 1 100 萬

註釋: 除項目(a)為實數外, 項目(b)和(h)為約數, 項目(g)為四捨五入至最接近的百位數, 以及項目(c),(d)和(f)為四捨五入至最接近的十位數。由於進位關係, 個別數字加起來可能與總計略有出入。

Remark: Except item (a) which is the exact figure, items (b) and (h) are approximate numbers, item (g) is rounded to nearest hundred as well as items (c), (d) and (f) are rounded to the nearest ten. Figures may not add up to total due to rounding.

(A.4) 電影發展基金下的電影製作融資及資助計劃¹⁴

Film Production Financing and Granted Projects under Film Development Fund¹⁴

a.	獲批項目數目 Number of approved projects	39
b.	創造的工作機會數目 [^] Number of job opportunities created [^]	2 535
c.	首次參與執導的導演數目 Number of film directors who directed a film for the first time	22
d.	首次負責製作的監製數目 Number of producers who produced a film for the first time	16
e.	已於香港商業電影院上映的電影數目 Number of films released at commercial theatres in Hong Kong	27
f.	在本地及國際電影頒獎典禮/電影節獲提名數目 Number of nominations at local and international film awards ceremony/film festivals	43
g.	在本地及國際電影頒獎典禮/電影節獲取的獎項數目 Number of awards achieved at local and international film awards ceremony/film festivals	85

註釋: [^] 創造的工作機會數目涵蓋電影製作的基本劇組人員及主要演員。如計及其他以兼職形式聘請的人員，則電影製作計劃所創造的工作機會數目約為 6 630。

Remark: [^]Number of job opportunities created refers to the basic production crew and major casts. The number of job opportunities created by the Film Production Scheme is estimated to be 6 630 if other crews involved on a part-time basis are counted.

¹⁴包括自 2009 年 6 月起的電影製作融資計劃及於 2015 年 11 月至 2018 年 2 月期間的電影製作資助計劃下獲資助的項目。
Including the funded projects approved under the Film Production Financing Scheme since June 2009 and the Film Production Grant Scheme launched between November 2015 and February 2018.

(A.5) 電影發展基金下的首部劇情電影計劃

First Feature Film Initiative under Film Development Fund

a.	獲資助電影數目 Number of films subsidised	13
b.	首次參與執導的導演數目 Number of film directors who directed a film for the first time	13
c.	在本地及國際電影頒獎典禮/電影節獲提名數目 Number of nominations at local and international film awards ceremony/film festivals	98
d.	在本地及國際電影頒獎典禮/電影節獲取的獎項數目 Number of awards achieved at local and international film awards ceremony/film festivals	81
e.	已於香港商業電影院上映的電影數目 Number of films released at commercial theatres in Hong Kong	6

(B.1) 參加者對創意香港主辦或資助業界舉辦項目的滿意程度

Participants' satisfaction level towards the projects organised or sponsored by CreateHK

		創意智優計劃 CreateSmart Initiative ("CSP")	其他 ¹⁵ Others ¹⁵	總計 Total
a.	對活動/計劃的整體評價為優良/非常滿意/滿意的回覆者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	98%	98%	98%
b.	對活動時間/形式/內容/宣傳/參加費用的評價為優良/非常滿意/滿意的回覆者百分比 Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	93% - 98%	92% - 97%	93% - 98%
c.	認為活動/計劃幫助達到以下目標的回覆者百分比： <i>加強對行業的知識、拓展聯繫網絡、發掘新商機、加深了解行業在全球市場上的定位、擴闊業界領域</i> Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i>	82% - 91%	74% - 89%	81% - 91%
d.	認為活動/計劃肯定有用/很有用/有用的回覆者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	92%	91%	92%

註釋: 回覆問卷人數約 150 000。

Remark: The number of respondents was around 150 000.

¹⁵ 包括自 2009 年 6 月起由電影發展基金、設計智優計劃所資助及由創意香港主辦的項目。由於設計智優計劃、電影發展基金下的電影製作融資計劃和電影製作資助計劃，以及由創意香港主辦的項目的績效指標不能按創意香港策略焦點或促進電影業發展的四項策略作劃分，因此表(B.2)及表(B.3)的總計加起來並不與表(B.1)下“其他”的數字相符。

Including those projects funded by the FDF and DSI as well as those projects organised by CreateHK since June 2009. Since the key performance indicators for the projects under DSI, FDF's Film Production Financing Scheme and Film Production Grant Scheme, and CreateHK's funded projects cannot be broken down by either CreateHK's strategic foci or the four-pronged strategy in promoting the development of the film sector, the totals under Table (B.2) and Table (B.3) cannot add up to the figures under "Others" of Table (B.1).

(B.2) 按創意香港策略焦點劃分的參加者對創意智優計劃項目的滿意程度

Participants' satisfaction level towards the CSI projects classified by CreateHK's strategic foci

創意香港策略焦點

CreateHK's Strategic Foci

A – 開拓市場

Exploring markets

B – 培育人才和支持新成立公司

Nurturing talents and supporting start-ups

C – 推廣香港作為亞洲創意之都、營造創意氛圍及凝聚創意產業羣組

Promoting Hong Kong as Asia's Creative Capital, fostering creative atmosphere and developing creative clusters

		創意香港策略焦點# CreateHK's strategic foci#			總計 Total
		A	B	C	
a.	對活動/計劃的整體評價為優良/非常滿意/滿意的回覆者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	98%	98%	97%	98%
b.	對活動時間/形式/內容/宣傳/參加費用的評價為優良/非常滿意/滿意的回覆者百分比 Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	93% - 98%	93% - 98%	92% - 97%	93% - 98%
c.	認為活動/計劃幫助達到以下目標的回覆者百分比： <i>加強對行業的知識、拓展聯繫網絡、發掘新商機、加深了解行業在全球市場上的定位、擴闊業界領域</i> Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i>	85% - 93%	83% - 92%	79% - 89%	82% - 91%
d.	認為活動/計劃肯定有用/很有用/有用的回覆者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	93%	93%	90%	92%

註釋：回覆問卷人數約 139 000。

Remark: The number of respondents was around 139 000.

(B.3) 按促進電影業發展的四項策略劃分的參加者對電影發展基金下其他電影相關計劃項目的滿意程度
Participants' satisfaction level towards the other film-related projects under Film Development Fund classified
by the four-pronged strategy in promoting the development of the film sector

促進電影業發展的四項策略:

The four-pronged strategy in promoting the development of the film sector:

- A – 推廣香港電影
Promotion of Hong Kong films
- B – 培訓人才
Nurturing talents
- C – 提高觀眾對電影的興趣和欣賞能力
Enhancing audience's interest in and appreciation of films
- D – 其他有利香港電影業發展的項目
Other projects conducive to the development of the Hong Kong film industry

		促進電影業發展的四項策略# The four-pronged strategy in promoting the development of the film sector#				總計 Total
		A	B	C	D	
a.	對活動/計劃的整體評價為優良/非常滿意/滿意的回覆者百分比 Percentage of respondents who rated the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	99%	98%	99%	99%	98%
b.	對活動時間/形式/內容/宣傳/參加費用的評價為優良/非常滿意/滿意的回覆者百分比 Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	97% - 99%	92% - 97%	93% - 97%	97% - 100%	93% - 97%
c.	認為活動/計劃幫助達到以下目標的回覆者百分比： <i>加強對行業的知識、拓展聯繫網絡、發掘新商機、加深了解行業在全球市場上的定位、擴闊業界領域</i> Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i>	91% - 94%	78% - 93%	70% - 89%	87% - 99%	81% - 92%
d.	認為活動/計劃肯定有用/很有用/有用的回覆者百分比 Percentage of respondents who rated the activities/programmes as “Definitely Useful”, “Very Useful” and “Useful”	96%	92%	94%	99%	93%

註釋：回覆問卷人數約 6 300。

Remark: The number of respondents was around 6 300.

(C) 設計創業培育計劃及時裝創業培育計劃

Design Incubation Programme and Fashion Incubation Programme

		設計創業培育計劃 ¹⁶ Design Incubation Programme ¹⁶	時裝創業培育計劃 Fashion Incubation Programme
a.	培育公司數目 ¹⁷ Number of incubatees ¹⁷	263	15
b.	已完成培育計劃的公司數目 Number of incubatees which have completed incubation	202	10
c.	培育公司註冊的知識產權 ¹⁸ 數目 Number of intellectual property rights ¹⁸ applications registered by incubatees	389	4
d.	培育公司創造的就業機會數目 Number of jobs opportunities created by incubatees	1 300	28
e.	培育公司獲取的本地及國際獎項數目 Number of local and international awards attained by incubatees	378	16

¹⁶ 涵蓋自 2006 年由香港科技園於創新中心推出的第一期至 2016-17 年度於創意智優計劃資助下開始的最新一期 (第三期)。

Covering from the rollout of Phase I by the Hong Kong Science and Technology Park Corporation at InnoCentre in 2006 up to the current phase (Phase III) starting in 2016-17 under the funding support of CSI.

¹⁷ 包括正在培育及已完成培育的公司。

Including those under incubation and completed incubation.

¹⁸ 包括商標、專利及外觀設計等。

Including trademark, patent and registered design.